January 5, 1942 No. 683

MONDAY MORNING MESSAGE
To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

Prepare Now
FOR LINCOLN MONTH

Alert LNL representatives make the most of the unusual publicity opportunities available to them in February. This Message sets out in detail the Lincoln Month activities which you can plan for next month. To get the most out of Lincoln Month requires planning and preparation on your part. Lay your Lincoln Month plans now.

MOST Lincoln National Life men are well acquainted with the unusual opportunities offered in February for creating desirable publicity and making useful personal contacts. Therefore, it should not be necessary to describe in detail reasons **why** any LNL representative should use Lincoln material. Instead, this Message describes what is available to you and **how** it can be used by you as a representative of the company which bears Lincoln's name and sponsors the Lincoln National Life Foundation.

The New Display

With the national and international situation as it is, the new counter and window display. "We Can Only Go Forward," presents a picture of calm confidence that is most inspiring. It is illustrated on this page.

The display is 36″ long and 22″ high and is finished in full color poster style. The frame of simulated gold bronze sets off the illustration and caption richly. On this display, as on all others in the past, there is a neat and dignified imprint space for your name (and address) as sponsor of the exhibit.

This new display is large enough for use by certain retail establishments as a window centerpiece and is also small enough to form a part of interior Lincoln Month decorations on counters and in special departments.

There are but a limited number of these exhibits. If they appeal to you at the modest price of 75c, place your order promptly.

Panel Displays

This year the "Patriotic Quotation" display will again be available. This is the large panel illustrated with a picture of Lincoln and using the famous quotation from his Message to Congress July 4, 1861.

As a companion panel display, **Who's Who in Lincoln Lore** is again offered. This interesting exhibit shows all of the key personalities in Lincoln's life. Both the Patriotic Quotation panel and the Who's Who panel are illustrated on the centerspread of this Message. Keep in mind that these panels are demountable and fit into the regular panel display frame which many LNL men already own. The price of the Quotation panel is $1.00; of Who's Who panel, $2.50. The price of the frame only is $2.50. These panel displays are particularly designed for exhibition in large store windows; lobbies of office buildings, stores, banks, and hotels; book or picture sections of department

The new counter and window display—75c each. 36″ long by 22″ high.

stores; public libraries, museums, schools, public buildings, and clubs.

Patriotic Placards

The placards quoting patriotic sayings of Lincoln are inexpensive items which can be distributed in quantities throughout your community. One is illustrated in this Message. The color combination is red, white, and blue. The quotation is printed in large type and is easily read. Price per set of four placards, only 25c.

Other Displays

Again available this year are the popular Lincoln Cabin display for $2.00, and the impressive Gettysburg Address display for 40c. Both prices include personal imprint. These displays are particularly adaptable to small store windows, libraries, and schools.

Luncheon Souvenirs

Various luncheon clubs in your community will welcome the small Lincoln mementos available to you, such as the Gettysburg Address; the small Brady photograph, calling card size; the digest Lincoln leaflets; or one of the Little Known Facts booklets. See the enclosed Lincoln order blank.

Lincoln Speeches

Schools and clubs may present Lincoln programs in February. You may have requests for prepared speeches on Lincoln. Four are available: "Lincoln, the Commander in Chief"; "Lincoln, the Patriotic"; "Lincoln, the Lawyer"; and "Lincoln's Occupations."

All of these have been specially prepared for delivery to general audiences by Dr. Louis A. Warren, Director of the Company's Lincoln museum.

Things You Can Do

Use a Poster Display—If possible, exhibit at least one of the new posters, "We Can Only Go Forward," in your community. This display is timely and attention-getting. It bears the Company name and advertises you.

Use a Panel Display—Start early; contact the leading department store in your town and arrange for a panel display which will act as the center of a good Lincoln birthday window.

Use the Smaller Displays—The Patriotic Placards and the Gettysburg Address display can easily be placed in numerous locations throughout your community. The low prices of these exhibits are such that you can afford to make free use of them.

Contact Luncheon Clubs—Furnish Gettysburg Addresses, Lincoln booklets, Brady photographs as favors. Have available the prepared Lincoln speeches.

Contact Teachers—Teachers will appreciate any help you can give them in building their own Lincoln programs.

Contact Libraries—The Lincoln displays will be a welcome addition to the observation of Lincoln's birthday in your local libraries.

Contact Professional Men—A lawyer will appreciate a Lincoln portrait in his office. A doctor will appreciate a collection of Lincoln booklets for his waiting room.

Contact Scout Leaders — Remind leaders of the Boy Scout Pilgrimage to Lincoln shrines. This activity is becoming more important year by year. See the photograph on this page. Write the Lincoln Foundation at the Home Office for details on this prestige-building activity. Furnish scouts the booklet, "Boyhood Adventures of Abraham Lincoln," built around the four Scout laws.

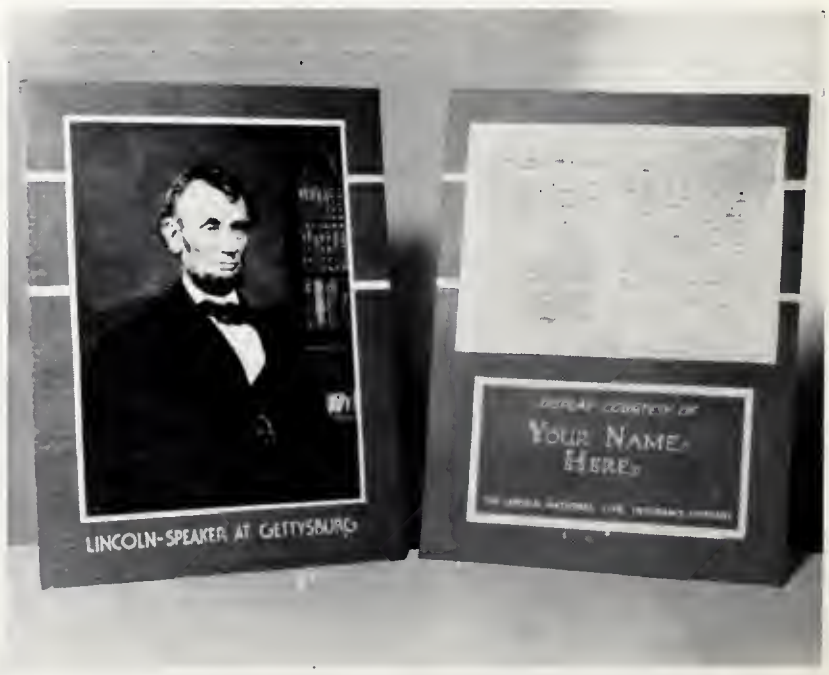
Contact Program Chairmen — You can help program chairmen to arrange Lincoln Day programs. Here are some suggested groups to contact: Advertising clubs, American Legion, Patriotic clubs, legal clubs, business and professional women, churches, Daughters of American Revolution, Grand Army of the Republic, historical societies, lodges, luncheon clubs, women's clubs, Y.M.C.A.'s, etc.

Place your order for Lincoln material as soon as possible. Use the enclosed Lincoln Material order blank, Form 749 L.

The Cabin Display

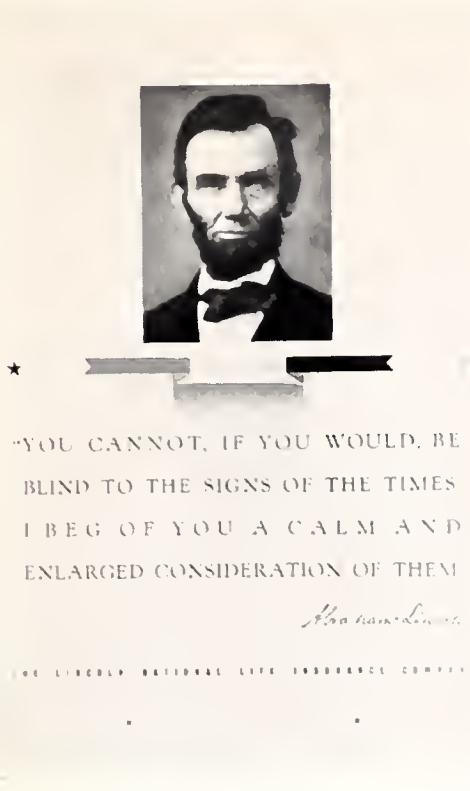
The Lincoln birthplace farm in miniature. Exhibit covers space 40″ x 50″. Cost $2.00.

The Gettysburg Address Display



Size of each board 21″ x 28″. Cost 40c.

The Patriotic Placards



Shown here is one of the four patriotic placards. Size: 14″ wide by 20″ high. Color combination: red, white and blue. Printed on substantial cardboard, easel back. Set of four —25c. Price includes your personal imprint.

Boy Scout Pilgrimages

Pilgrimages to Lincoln Shrine by Boy Scout groups can grow into impressive ceremonies. Shown here is the 1941 Fort Wayne pilgrimage.

The other three quotations are:

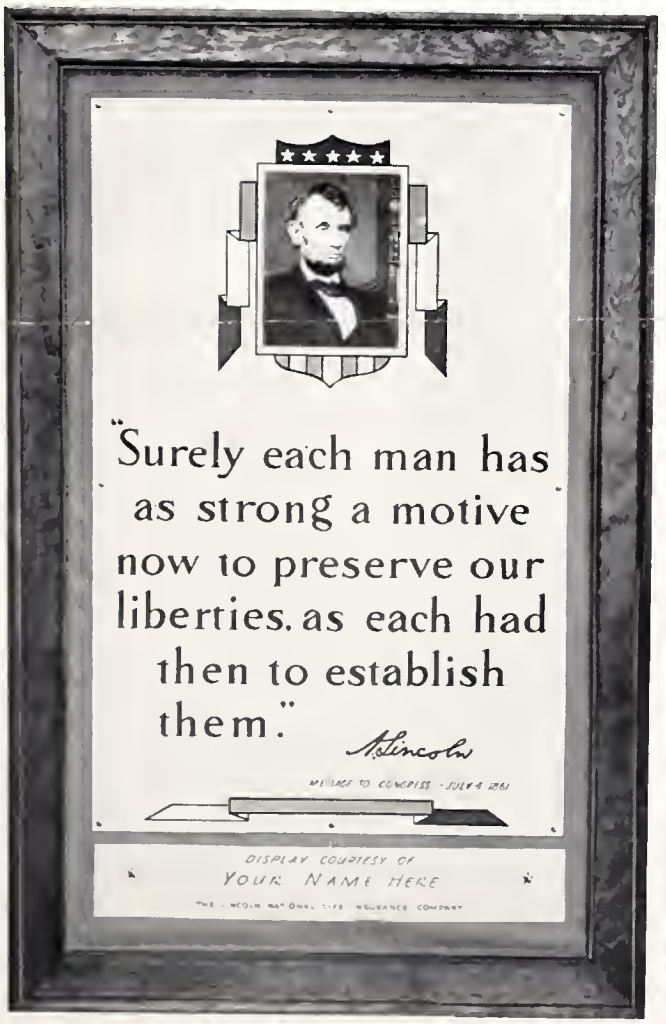
1 "Most Governments have been based, practically, on the denial of the equal right of men. Ours began by affirming those rights."

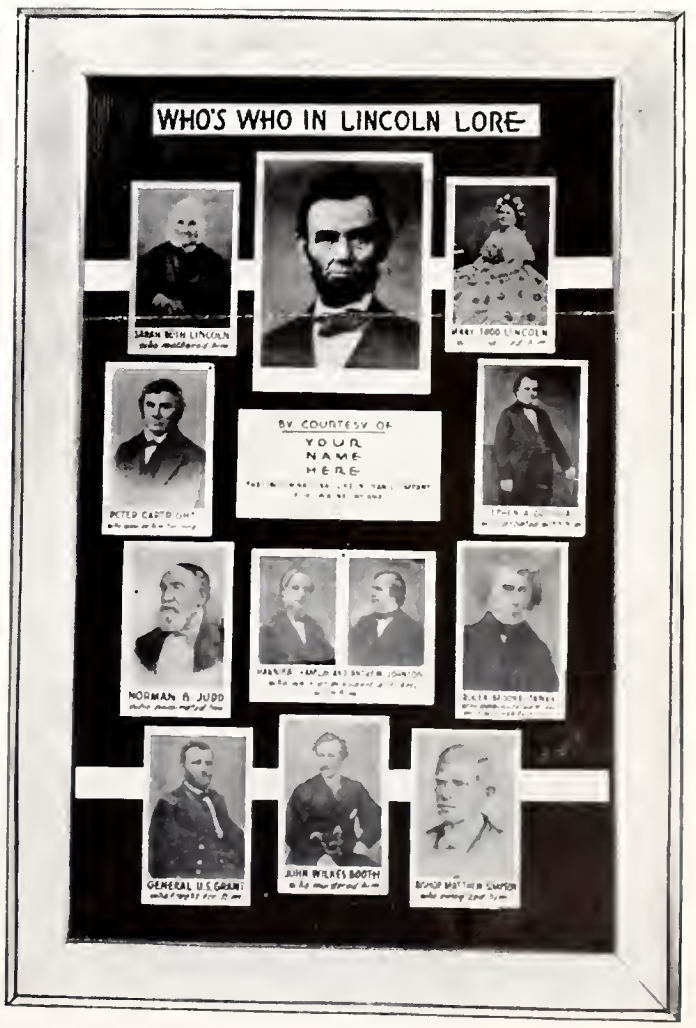
2 "You cannot, if you would, be blind to the signs of the times. I beg of you a calm and enlarged consideration of them."

3 "That Government of the people, by the people, for the people, shall not perish from the earth."

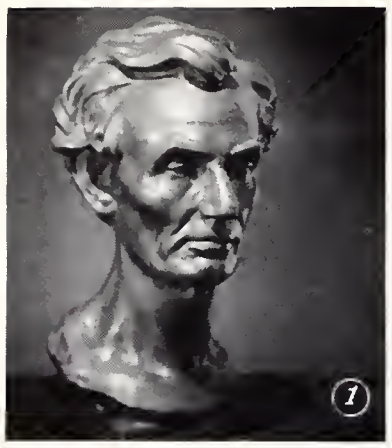
The Panel Displays

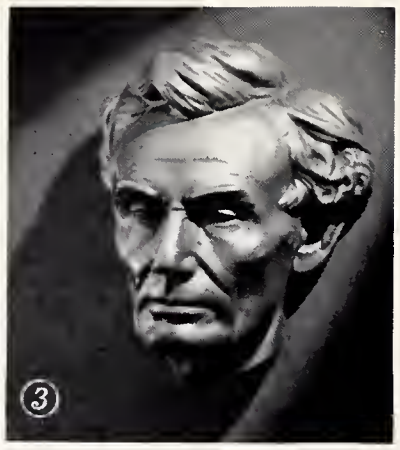
Size: 3′ x 5′. Price of Quotation panel only, $1.00. Who's Who panel only: $2.50. Frame: $2.50 extra. Displays may be ordered with or without the frame. Every panel bears the agent's personal imprint.

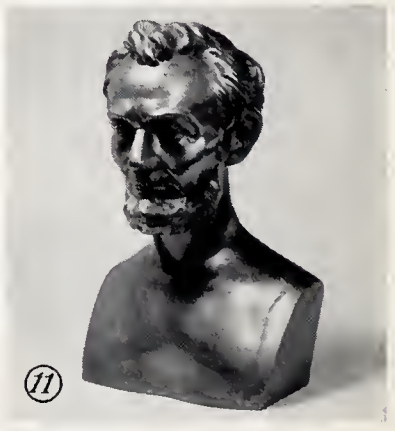

"Surely each man has as strong a motive now to preserve our liberties, as each had then to establish them."
A. Lincoln
MESSAGE TO CONGRESS · JULY 4 1861
DISPLAY COURTESY OF
YOUR NAME HERE

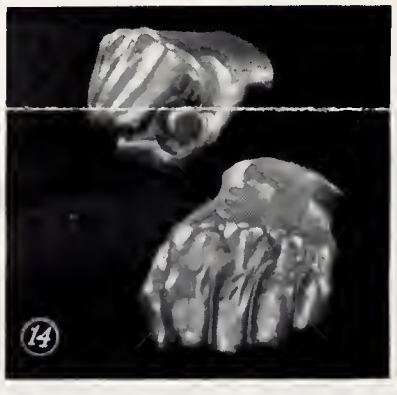


LINCOLN MATERIAL









1. Bust by Volk
2. Leatherette Booklets
3. Head by Volk
4. Pyroglass Miniatures
5. White Marbilite Bust
6. Gavel
7. Book Ends (75c)
8. Bust by Votering
9. French Book Ends
10. Rebeck Book Ends
11. Bust by Bastini
12. Plaque
13. Letter Opener
14. Lincoln's Hands

On this page are pictured many of the Linclon items described on the new Lincoln Material Order Blank for 1942 (Form 749L) which is attached. Use this blank when placing order.